

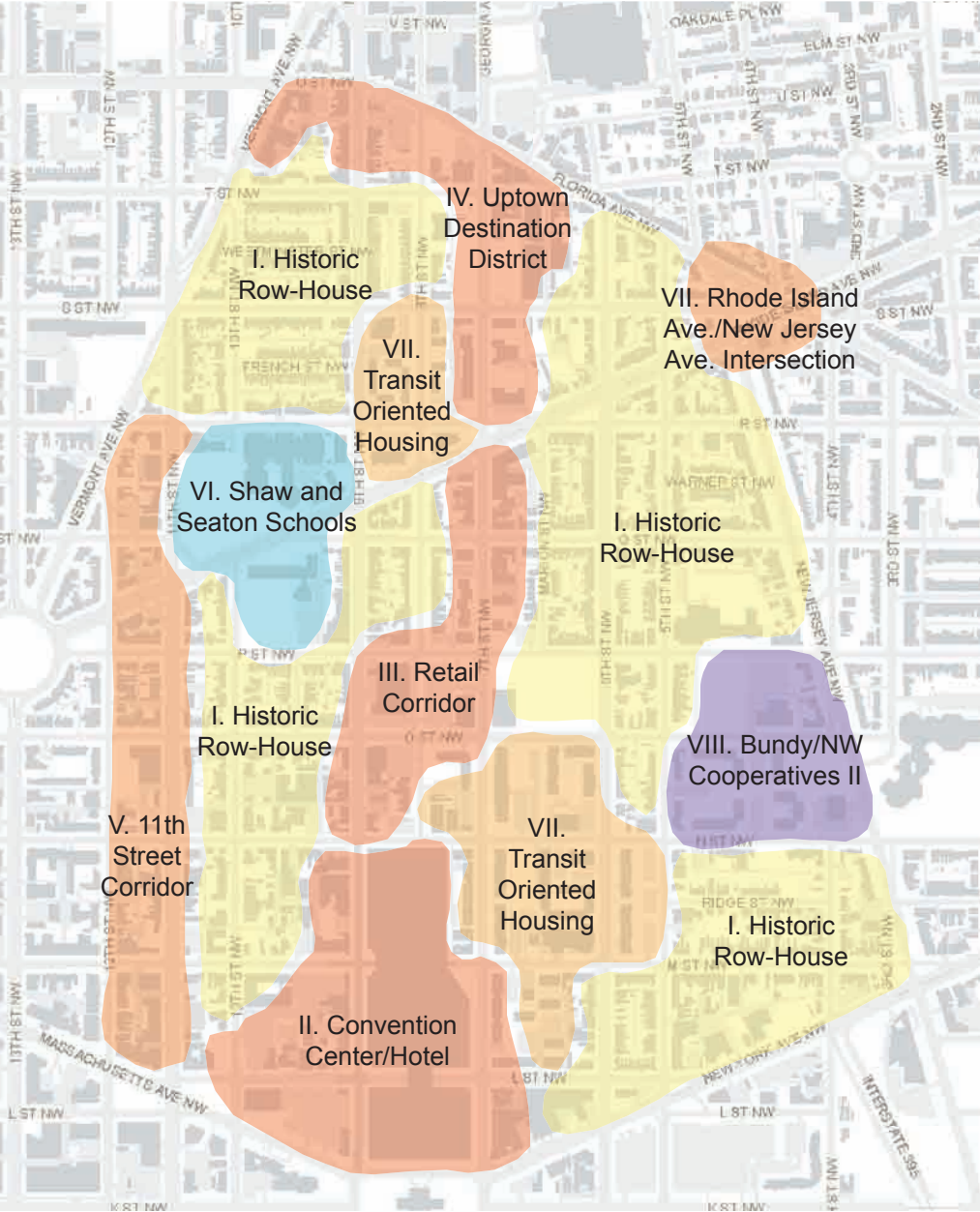


4 DEVELOPMENT GUIDE

This chapter focuses on specific recommendations for Sub-Areas and the public realm. Nine individual Sub-Areas are identified, with each area facing different issues and opportunities:

- I. Historic Row-House** - This area is defined by the consistent residential scale of the two- and three-story row houses and occasional apartment building. Both long-time and new residents live in this area. As buildings are restored and vacant lots filled with new row houses, change in this area will need to be monitored to ensure the existing character is protected and maintained.
- II. Convention Center Area** - It is anticipated that crowds of people visiting Mount Vernon Square, Chinatown, and the Washington Convention Center will make the front entrance to the Convention Center an impressive and busy spot. But this area also includes adjacent retail blocks on 7th and 9th streets, which are more like a traditional “main streets” and will need to serve local residents as well as conventioners.
- III. Retail Corridor** - The Retail Corridor extends from the Convention Center in the south to the Uptown Destination District in the north. It is intended to serve the retail needs of the community, as well as drawing convention goers to a distinctive mix of stores and restaurants. The restored O Street Market is the focal point of the Retail Corridor and the neighborhood.
- IV. Uptown Destination District** - This area is defined by its numerous African American cultural landmarks and proximity to Howard University. The redevelopment of the Howard Theatre, and the extension of the lively street life between the Howard and the Lincoln theatres, will make this area a destination.
- V. 11th Street Corridor** - Today this area is a mix of retail and housing, but has the potential to become a dense residential corridor with a compact retail area.

A mix of market rate and affordable housing will make 11th Street a dynamic mixed-use corridor with historic buildings comfortably located between contemporary, medium-density apartments.



Map of Sub-Areas within the Study Area

VI. Shaw/Seaton Schools - The common physical appearance and use of these two buildings define this area. Both schools and adjacent recreation fields have the potential to be redesigned to provide new

school facilities, upgraded recreational space, and mixed-income residential development. The design of the public buildings should be civic in scale and character, with the greatest massing of this development on Rhode Island Avenue.

- VII. Transit Oriented Housing** - This area is defined by the common design of apartment developments guided by the Shaw Urban Renewal Plan and their proximity to metro stations. They provide a variety of unit types and include a substantial number of affordable housing units, but their unadorned facades and surface parking lots are distinctive characteristics that make them stand out from the surrounding historic row-houses, apartment buildings, and commercial blocks.
- VIII. Bundy/Northwest Cooperatives II** - The Bundy School and Northwest Cooperatives II are a distinct break in the otherwise continuous historic row-houses that surround them. The Bundy School, currently used as offices for a District agency, could become a use that is more compatible with the surrounding residential area. Northwest Cooperatives II is a less dense development than the other apartment buildings in the Transit Oriented Housing area, but shares there general characteristics.

IX. Rhode Island/New Jersey Avenue Intersection - This area is defined by the intersection of three avenues. It is a prominent intersection and a potentially attractive entrance to the neighborhood. The triangular island at its center is poorly defined, but this area could develop a distinct identity of its own.

The Development Guide for each Sub-Area includes an overview describing the area in ten years, analysis of current conditions, notes on elements from other plans, recommendations that this document makes for the area, and design guidelines (which are similar for many of the Sub-Areas). The intention of the Development Guide is to restore continuity in the Study Area, rather than to create more and greater contrasts.



CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA I: HISTORIC ROW-HOUSE

Vision

In residential areas, row houses vary in height from two to four stories and multi-story apartment buildings are interspersed on residential streets. Some are very modest and others impressive in their scale and design.

Residents value the tradition of the corner store, of which there are many in the Sub-Area. Exteriors are being renovated, store-fronts are open and inviting, and the interiors are visible from the sidewalks. Stores express their individuality with special signs and window displays. Store operators are respectful of nearby residents and keep their premises neat and clean.

Key Elements from Other Plans

Comprehensive Plan - Most of the Sub-Area is designated Moderate-Density Residential. Some parts in the south portion are Medium- and High-Density Residential, or a Mixed Use designation that allows High-Density Commercial and Residential.

Urban Renewal Plan - The Urban Renewal Plan designates the Sub-Area variously as Low-, Medium-, and High-Density, and a few are designated Public/Community.

Zoning - Current zoning for the Sub-Area is predominantly R-4 - 40'. The 400-500 blocks of Florida Avenue and Rhode Island Avenue are zoned C-2-A. Areas south of M Street are DD/R-5-B - 50'; DD/C-2-C - 130'; and DD/R-5--E - 90'.




Historic Resources - The majority of this Sub-Area is in the Greater U Street, Shaw, Blagden Alley/Naylor Court or Mount Vernon Square historic districts, except for the area north of N Street and east of 7th Street. There are 5 individually designated historic landmarks in this Sub-Area: Lincoln Congregational Temple United Church, Carter G. Woodson House, Blanche K. Bruce House, Yale Steam Laundry, and Fletcher Chapel.

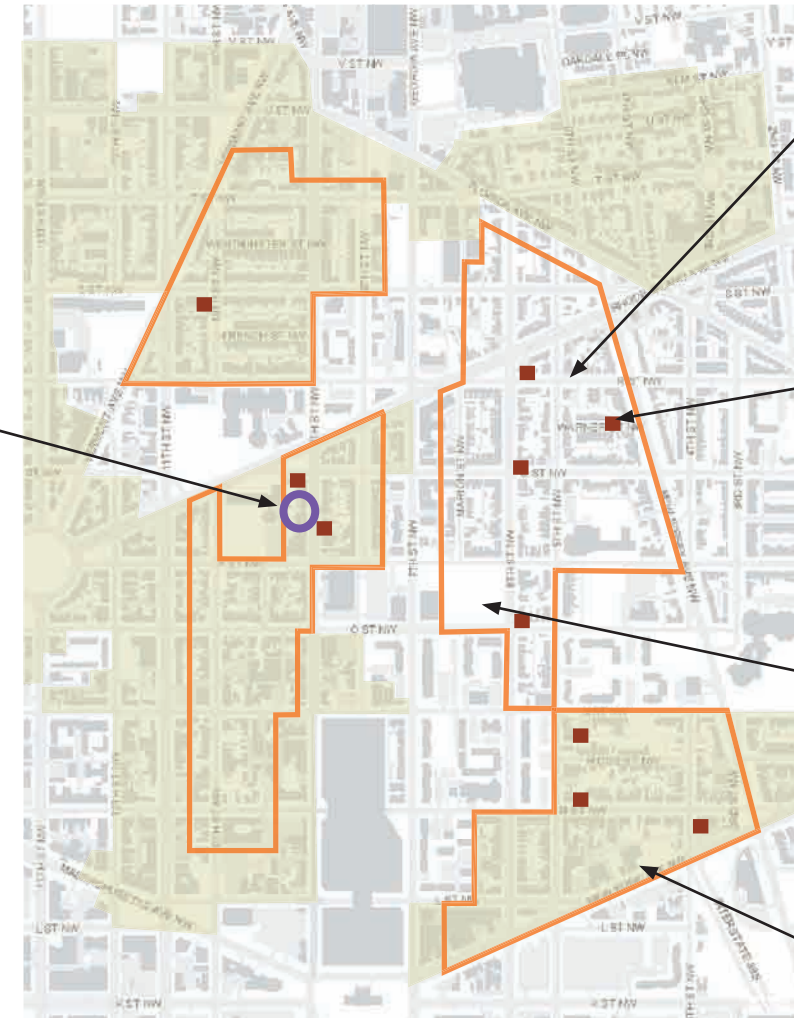
Current Conditions and Analysis

Limited number of large development sites in this Sub-Area, combined with rising housing costs, make it difficult to develop multi-unit buildings with an affordable housing component.

The Carter G. Woodson National Historic Site is located on the 1500 block of 9th Street; maintaining the residential setting for the home is a priority for the National Park Service. The relationship between the home and the Phyllis Wheatley YWCA is also important to interpreting the site. Comparable visitation for other urban NPS sites ranges from 15,000 to 30,000 annually.

Key

-  Historic Row-House Sub-Area
-  Designated historic districts
-  Active commercial uses located in residential areas



This area is not designated a historic district, making it vulnerable to inappropriate development on vacant lots or changes to existing buildings.

Corner stores in the historic Row House areas east of 7th Street provide basic services, are supported by residents, and require a zoning variance to expand existing commercial use or to introduce a new commercial use.

Kennedy Recreation Center is one of three open spaces in the Study Area on P Street.

Under current zoning, the Yale Laundry site can be redeveloped to a height of 90'.



Some alleys in the Study Area, like the Blagden Alley/Naylor Court Historic District, are densely developed



Multi-family residential buildings like the one at the corner of 10th and N streets are located throughout residential areas



1500 block of 9th street includes residential buildings and storefronts



Vacant lots like the one in the 400 block of M Street, are located throughout the Study Area



Recommendations

- Ensure that development on infill sites scattered throughout residential areas is designed to be consistent with neighborhood character.
- Establish an historic district in Shaw East Survey Area.
- Recognize the importance of non-conforming retail uses in existing residential area and further investigate zoning tools to maintain neighborhood serving retail in these locations.
- Coordinate with the National Park Service to ensure that more detailed plans for the Carter G. Woodson Home National Historic Site consistent with goals for the neighborhood.

Design Guidelines

GOAL: Protect character and intimate scale of residential streets

- Maintain typical row house width, and similar pattern of windows, doors, and roof line for front façades
- Multi-family residential buildings shall have a prominent building entrance and lobby
- Tripartite arrangement of multi-story building elevations is encouraged
- Materials shall be of high quality, providing sense of detail, scale and visual interest
- Provide a sense of privacy for ground floor residential units
- Through-wall HVAC units not allowed on public elevations

Development Guide

Construct new housing on vacant lots and on parcels with underutilized non-contributing buildings.

Maintain the residential character of the area surrounding the Carter G. Woodson home.

Key

- Historic Row-house Sub-Area
- Active commercial uses located in residential areas



Allow small, local-serving retail as non-conforming use, with conditions imposed for hours of operation, noise, odors, trash storage, signs, etc.

Designate East Shaw Survey Area as an historic district and construct compatible new buildings on vacant lots and on parcels with underutilized non-contributing buildings.

Redevelop Yale Laundry site so that it provides a transition between scale proposed for Mount Vernon Triangle to the south and the Mount Vernon Historic District to the north.





CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA II: CONVENTION CENTER/HOTEL

Vision

Shops and restaurants are located in the Convention Center itself, in the new hotel, and in historic buildings that line the streets. Many of the historic buildings have been restored; new developments on vacant parcels have storefronts that open onto 9th streets. Ground floor interiors are visible from the street, and during business hours activities spill out onto the sidewalk.

On the upper levels of the historic and new buildings there is space for businesses requiring small offices near the Convention Center and downtown.

Some historic and new buildings have residences on the upper floors, ideal for a mix of market rate and affordable units.

Key Elements from Other Plans

Comprehensive Plan - The Convention Center/Hotel Retail Sub-Area includes Medium-Density and High-Density Residential categories, with a mixed use designation including High-Density Residential, and High-Density Commercial, and Local Public Facilities).

Urban Renewal Plan - This Sub-Area north of M Street is designated Low-Density and Public/Community.

Zoning - Current zoning includes C-2-A - 50', R-4 -40'; DD/C-2-C - 130'; DD/C-2-A - 50'; and DD/C-3-C - 130'.

Historic Resources - Portions of the Sub-Area are included in the Shaw, Blagden Alley/Naylor Court and Mount Vernon Square historic districts. The American Federation of Labor Building and the 1000 block of 7th Street are designated historic landmarks.

Current Conditions and Analysis

40,000 square feet of retail space in the Convention Center is vacant and creates areas of inactivity in the retail corridor; retail on N Street does not reinforce linear pattern of retail on 7th and 9th streets.

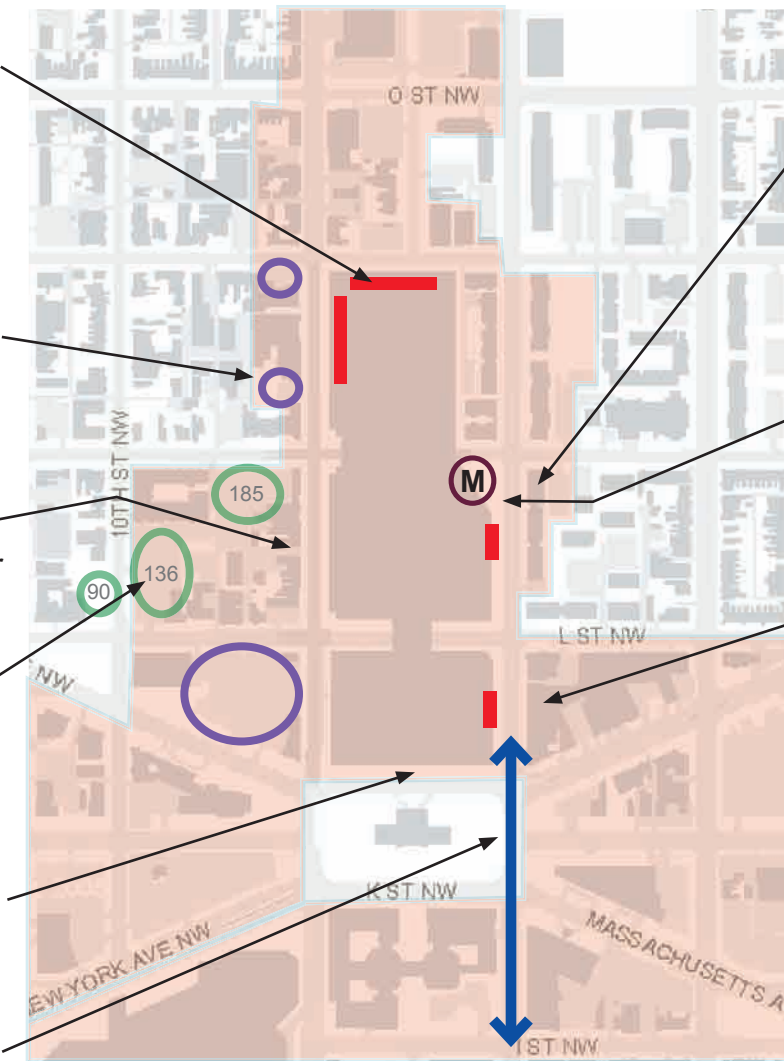
Vacant lots and storefronts in the 1100 and 1200 blocks of 9th Street detract from the retail corridor and inhibit pedestrian movement between downtown, Convention Center, and the neighborhood.

Historic building facades along 9th Street create a "Main Street" character that distinguishes it from downtown.

Three high-density residential projects - Quincy Court, Quincy Park, and The Whitman - include 411 market rate residential units.

Current pedestrian activity outside the convention center is limited to its main entrance on Mount Vernon Square.

7th Street is the primary connection to the vibrant Chinatown area and the MCI Center.



The building in the 1100 block of 7th Street is an example of a mixed-use development type, with retail below and residential above; the arcade in front of the building creates a potential space for outdoor seating, but limits visibility of businesses.

The Mount Vernon Square Metro Station generates pedestrian activity on 7th Street, is located at a key intersection with significant pedestrian activity, and needs greater visibility.

The 1000 block of 7th Street has a "Main Street" character that distinguishes it from downtown.

Key

Commercial zoning that allows, but does not require, over 270,000 square feet of ground floor retail in the Sub-Area

Storefront commercial space located in the convention center

Vacant sites

Recent residential development with number of residential units



Prominent building located at the corner of 7th Street and New York Avenue



7th Street is lined with retail, some under an arcade and with residences on upper floors



Early 20th century buildings line 9th Street across from Convention Center



Main entrance to Convention Center is on Mount Vernon Square

Recommendations

- Locate Convention Center headquarters hotel at 9th and Massachusetts Avenue as the southern anchor of the retail corridor.
- Re-zone 7th Street between Mount Vernon Square and M Street and on 9th Street between Mount Vernon Square and N Street to require ground floor retail in new development or as part of redevelopment or rehabilitation of buildings on (approximately 60,000 square feet of retail space).
- Ensure that the pedestrian scale and main street character of the historic buildings are retained or sensitively incorporated into new development.
- Create safe, on-street pedestrian connection between Convention Center and headquarters hotel.
- Improve facades and preserve architectural history of retail buildings on 7th and 9th streets.
- Provide incentives for mixed-income housing above retail on 7th and 9th streets.
- Lease storefront retail space in the Convention Center and focus retail activity on 7th and 9th streets as much as possible.

Design Guidelines

GOAL: Create vibrant retail area around the Convention Center that establishes southern anchor for the retail corridor

- Retail space should have a minimum of 14' ceiling height
- The first floor facade of buildings with ground floor retail shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Maintain typical storefront width for block and similar pattern of windows and doors of adjacent buildings
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Garage and service entrances should be from the alley, not on front elevations
- Materials shall be of high quality, providing a sense of detail scale and visual interest
- Through-wall HVAC units are not allowed on public elevations

Development Guide

Improve historic facades of storefronts located on 9th Street; ensure that existing and new developments include ground floor retail.

Develop well designed street level pedestrian crossing between proposed Convention Center hotel and Convention Center.

Development at the corner of 9th and Massachusetts Avenue should anchor the southern end of the 9th Street and encourage activity on 9th Street.



Improve facades of retail buildings on 7th Street and increase the visibility of retail space in 1100 block of 7th street.

Key

- Preferred location of ground floor retail
- Potential sites for high and medium density residential





CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA III: RETAIL CORRIDOR

Vision

New infill buildings have residential above ground floor retail. Larger projects include affordable units. Parking is located below grade or off alleys.

Retail is located in traditional store fronts. Shopping and restaurant activity expand onto sidewalks during business hours. Midway between the Convention Center and the Uptown Destination District is a supermarket and the restored O Street Market, which contains a variety of retail uses. The O Street Market is the focal point for the Retail Corridor, connecting the commercial sections of 7th and 9th streets.

Key Elements from Other Plans

Comprehensive Plan - The Comprehensive Plan calls for this area to be a mix of Moderate and Medium densities, both residential and commercial. The O Street Market block and 9th Street south of P Street allows for more intense levels of development.

Urban Renewal Plan - The Urban Renewal plan calls for a neighborhood shopping center at the O Street Market block; Medium-Density, High-Density, and community uses along 7th Street; and Low-Density and Medium-Density along 9th Street.

Zoning - Current zoning is, with one exception, C-2-A - 50'. The exception (the south side of O Street between 7th Street and 8th Street) is C-2-B - 65'

Historic Resources - Portions of the area are in the Shaw and Blagden Alley/Naylor Court historic districts. O Street Market and Lafayette Apartments are historic landmarks. The area east of 7th Street and north of P Street are in an area recently surveyed and identified as potential historic districts.

Current Conditions and Analysis

There are several privately owned sites in the 1600 block of 7th Street that have the potential for redevelopment - two vacant lots and a 7-11 convenience store that is a non-contributing structure in the Shaw Historic District.

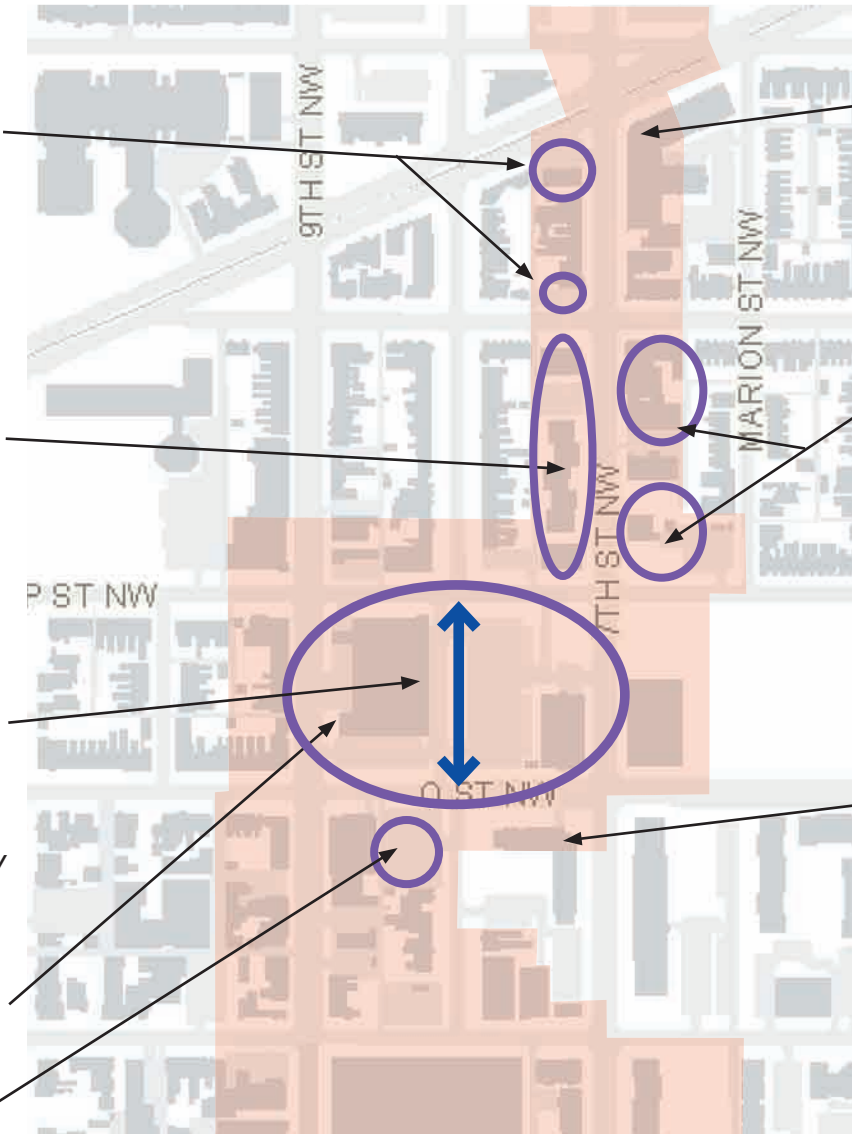
A developer with an interest in redeveloping Kelsey Gardens, a garden apartment building not built out to what the current zoning or comprehensive plan allows and not located in a historic district, includes 54 housing units whose Section 8 contract has expired.

O Street Market block is the largest privately owned site in the Study Area with redevelopment potential.

8th Street right-of-way is protected under an easement held by the city.

The 9th Street facade of Giant is a loading dock, creating a setback that provides enough space for infill development.

This parcel is controlled by NCRC.



Asbury Dwellings anchors the northeast corner of the intersection and has 147 Section 8 affordable housing units; its ground floor is not appropriate for retail use.

The east side of the 1500 block of 7th Street has several vacant sites and buildings not built out to what current zoning allows, including a property owned by NCRC. There are active businesses in this block.

1330 7th Street (Immaculate Conception Apartments) on the south side of O Street, includes ground floor retail; upper floors of the building are entirely residential and include 119 affordable housing units.

Key

Commercial zoning that allows, but does not require, almost 260,000 square feet of ground floor retail in the Sub-Area



The 1400 block of 9th Street has a pedestrian scale and vacant storefronts



The Giant grocery store is well located to serve the community



The Giant loading dock located in the 1400 block of 9th Street



Kelsey Gardens is a garden apartment complex in a retail corridor

Recommendations

- Provide incentives for affordable housing for all new development and encourage renewal of project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable housing units.
- Re-zone 7th Street between O Street and Rhode Island Avenue, 9th Street between M and O streets, and O Street between 7th and 9th streets to require that new development include ground floor retail (approximately 200,000 square feet of retail space in this Sub-Area).
- Encourage a mixed-use development on the O Street Market block that is the focal point for the retail corridor.
- Encourage the National Capital Revitalization Corporation to develop their properties at 7th and P streets and 8th and O streets with ground floor retail and mixed-income housing on upper floors.
- Improve storefront facades on 7th and 9th streets.

Design Guidelines

GOAL: *Encourage mixed-use development that provides a distinct setting for both neighborhood serving and destination retail.*

- Retail space should have a minimum of 14' ceiling height
- A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Tripartite arrangement of building elevation encouraged
- Window and door placements should be consistent with those on surrounding buildings
- Material shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending
- Garage and service entrances should be from alleys, not front elevations

Development Guide

Restore 8th Street right-of-way.

Encourage three-to-four floor, mixed-income residential development behind Giant on 9th Street.

Provide new loading facilities for Giant within building envelope.

Improve storefront facades on 9th Street corridor.



Construct mixed-use development at O Street Market block with mixed-income residential on 9th and P streets and ground floor retail on 7th and O streets, and parking below grade.

Make O Street Market the focal point of this area.

Key

- Preferred location of ground floor retail
- Potential sites for high and medium density residential



CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA 4: UPTOWN DESTINATION DISTRICT RETAIL

Vision

Streets are lined with ground floor shops, restaurants, and clubs. Activity spills onto the sidewalks, which are furnished with new trees, lights and public art.

The upper levels of some buildings are devoted to office space. Office workers enjoy the close proximity to local restaurants and contribute to the vitality of the area during the day.

The upper levels of other buildings are residential; the larger projects include affordable units. Public and private development sites are challenged to include mixed-income development with 20-30% affordable units.

Key Elements from Other Plans

Comprehensive Plan - The areas along 7th Street and directly south of U Street are designated Mixed-Use (Moderate-Density Residential and Moderate-Density Commercial). The area east of Wiltberger Street is designated Moderate-Density Residential.

Urban Renewal Plan - The Urban Renewal Plan designates this Sub-Area as Low-Density, Medium-Density, High-Density, and Public/Community.

Zoning - This Sub-Area is currently zoned C-2-A - 50', ARTS/C-2-B - 65', R-4 - 40', and C-M-1.

Historic Resources - Portions of this Sub-Area are located in the Greater U Street Historic District. The Howard Theatre and the Southern Aid Society/Dunbar Theater are designated historic landmarks.

Current Conditions and Analysis

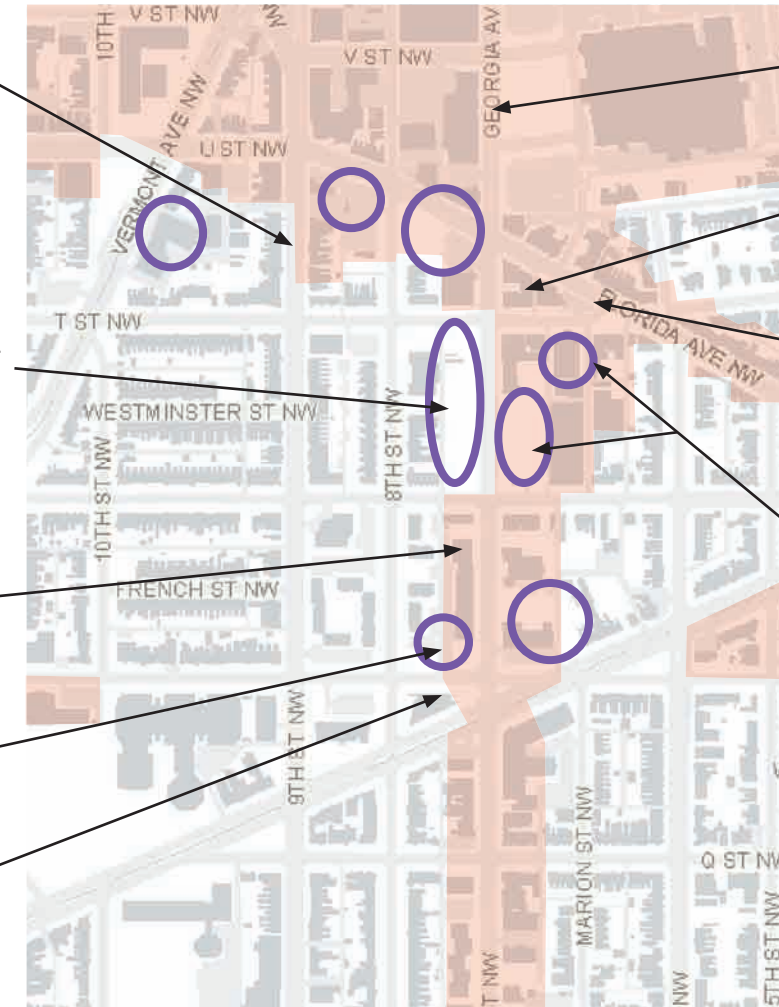
The 1900 block of 9th street is zoned to allow a mix of commercial, residential and industrial uses; commercial uses in residential zones are no consistent with zoning or the comprehensive plan; storefronts are in need of renovation.

Howard University's building is not an ideal use for its location - adjacent to a Metro station - and is architecturally insignificant; its current configuration fails to take advantage of its proximity to Metro, and ground floor ceiling heights are lower than desirable for retail; the site, on the west side of the 1800 block of 7th Street, is zoned R-4 and not consistent with the surrounding commercial zones.

Lincoln-Westmoreland I has a contract for 82 affordable units that expires in 1/2005.

The parking structure and ground floor of the Lincoln-Westmoreland apartment building do not contribute to street life

Watha T. Daniel/Shaw Neighborhood Library is an undistinguished building at a prominent intersection and gateway to the neighborhood; it is planned to be demolished and rebuilt.



Retail development in this area can connect the Study Area Retail Corridor to U Street and Upper Georgia Avenue.

The historic Dunbar Theatre has been rehabilitated for mixed use, including retail on the ground floor and residential units on upper floors.

The 600 block of T Street, "Ellington Plaza", is a short block immediately adjacent to the Howard Theatre, suitable for outdoor performances, special events, cafe's, etc.

Vacant parcels on the Howard Theatre block should be developed in coordination with one another.

Key

Priority development sites that are part of the concurrent Uptown Destination District study

Commercial zoning that allows over 270,000 square feet of ground floor retail in the Sub-Area



The Lincoln-Westmoreland apartment building in the 1700 block of 7th Street maximizes its immediate proximity to transit



The 1900 block of 9th Street is a mix of commercial and residential uses



The Howard Theatre is a designated landmark and located in the Greater U Street Historic District



The CVS store and parking lot are located at the prominent intersection of 7th and Florida Avenue

Recommendations

- Encourage retail uses on U Street, Florida Avenue, 7th, and 9th streets (approximately 250,000 square feet of ground floor retail and office in this Sub-Area).
- Restore Howard Theatre and redevelop it in conjunction with adjacent NCRC and WMATA sites and as the northern anchor for the retail corridor.
- Re-zone west side of the 1800 block of 7th Street - between S and T streets - to be compatible with adjacent commercial zones and include in Arts Overlay District.
- Re-zone C-M-1 area in the 1900 block of 9th to a commercial zone.
- Re-zone 9 1/2 Street and part of the 900 block of T Street from C-M-1 to a residential zone.
- Improve storefront facades on U, 7th and 9th streets, and Florida Avenue.
- Provide incentives for affordable housing for all new development.
- Encourage renewal of Project-based Section 8 contract; alternatively, redevelop with equivalent/increased number of affordable residential units.

Design Guidelines

GOAL: *Create vibrant retail area that establishes northern anchor for neighborhood retail corridor.*

- Retail space should have a minimum of 14' ceiling height
- A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Tripartite arrangement of building elevations encouraged
- Provide design that animates street through projections or openings
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending
- Garage and service entrances should be from the alley, not on front entrances

Development Guide

Potential site of cultural use located adjacent to an active public plaza.

Support rezoning of residential properties on 9 1/2 Street to be consistent with adjacent residential zones.

Support rezoning of C-M-1 properties on 9th Street to an appropriate commercial zone.

Support rezoning of the east half of the 1800 block of 7th Street to be consistent with adjacent properties on 7th Street.

Develop architecturally distinct buildings to create a neighborhood gateway and unifies the intersection.



Incorporate cultural heritage in public art, plazas, and other elements to create a cohesive and dynamic streetscape, especially at "Ellington Plaza".

Restore Howard Theatre in conjunction with mixed-use development and shared parking.

Encourage new and infill construction with ground floor retail and residences above with target for 20-30% of units being affordable.

Key

- Preferred location of ground floor retail
- Potential sites for high and medium density residential





CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA V: 11TH STREET CORRIDOR

Vision

The corridor is enhanced by a concentration of retail on two blocks. For residents, it provides one-stop shopping in the neighborhood. A short walk to Downtown and the Convention Center, this lively commercial area with restaurants and neighborhood-serving retail draws people from outside the community that are attracted to its intimate scale.

Well-designed, five-story apartments line the street and are sited between historic townhouses and apartment buildings. Balconies overlook the street and large windows provide views to street trees. Since smaller properties were combined to create larger, developable lots, developers were able to include a mix of market-rate and affordable housing units in their projects.

Key Elements from Other Plans

Comprehensive Plan - The plan calls for High-Density Residential south of M Street and Medium-Density Residential north of M Street.

Urban Renewal Plan - The Urban Renewal Plan calls for Low-Density along the entire 11th Street Corridor.

Zoning - The corridor is zoned DD/R-5-E - 90'; C-2-C - 90'; and C-2-A - 50'. C-2-A, the dominate zoning district in this area, and C-2-C promote a community business center and allow a mix of residential and commercial uses.

Historic Resources - The Sub-Area is located in the Shaw, Logan Circle, and Greater 14th Street historic districts. The Morrison and Clark Houses and The Plymouth Apartments are designated historic landmarks.

Current Conditions and Analysis

Buildable lots in this corridor range in size. A building that includes a mix of market rate and affordable units would need to be built in an existing large building or a building built on a large lot created by combining adjacent, small lots.

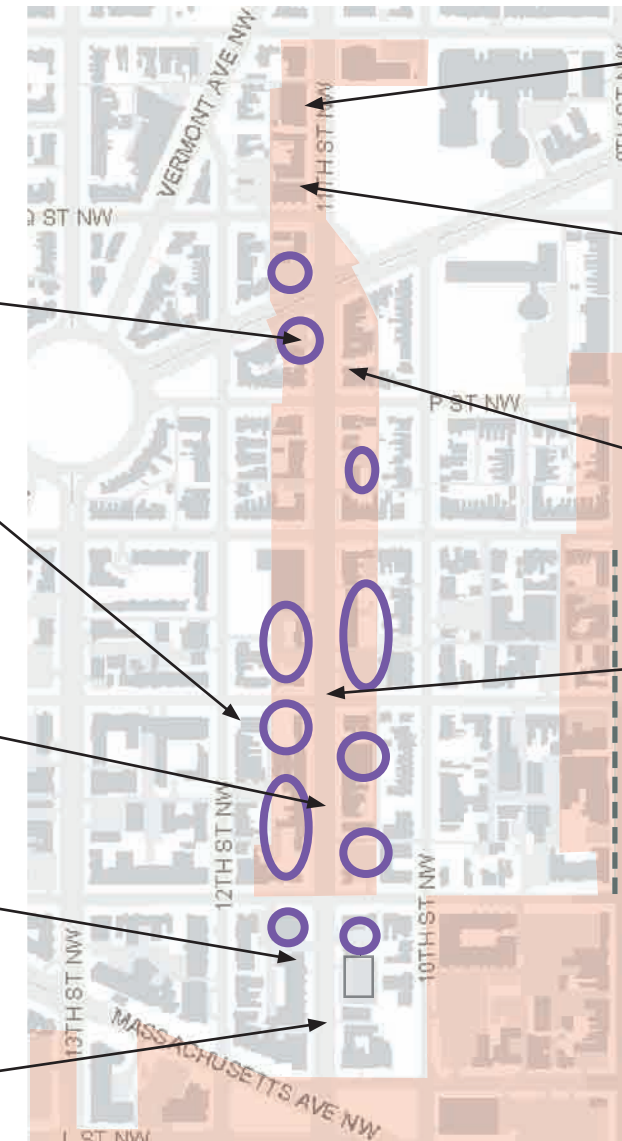
Southwest corner of 11th Street and Rhode Island Avenue is prominent, has high visibility, and is not built out to what the existing C-2-A zoning allows.

Blocks between M and O Streets have a significant number of buildings that are non-contributing to the Shaw Historic District and not built out to what the existing C-2-A zoning allows.

Where there are commercial businesses, there is no street furniture that contributes to a retail environment.

Washington Tower East has a contract for 31 Section 8 affordable units that expires 1/2006.

The majority of the buildings between L and M streets are residential and do not provide ground floor retail.




11th Street north of Rhode Island Avenue is not in a historic district; this area is residential in scale but includes residential, commercial, and office uses.


A five-story building currently under construction is entirely residential, multi-unit, and includes no ground floor retail.

There is a mix of commercial and residential buildings in the north section of 11th Street; existing ground floor ceiling heights, and conversion of residential facades into storefronts make it difficult to retrofit existing residential buildings for commercial use.

The intersection of 11th and N streets has vacant lots and non-contributing buildings in the Shaw Historic District on each corner.

Key

 Vacant sites or non-contributing buildings located in the Shaw, Logan Circle, and Greater 14th Street historic districts

 Commercial zoning that allows, but does not require, almost 220,000 square feet of ground floor retail in the Sub-Area



Historic three story Italianate and early Victorian homes line the corridor



Old and new residential development on the 1600 block of 11th Street



Some sections of 11th Street include small scale retail



The Frontiers are an 1970s-era affordable housing development on several blocks of 11th Street

Recommendations

- Re-zone blocks on 11th Street between M and O streets to require that new development include ground floor retail (approximately 120,000 square feet of retail space in this Sub-Area).
- Provide incentives for affordable housing in new residential development.
- Encourage development of multi-family apartments and condominiums on parcels that are vacant or that have buildings identified as non-contributing to historic districts on 11th Street.
- Encourage renewal of Project-based Section 8 contract; alternatively, redevelop with equivalent/increased number of affordable residential units.

Design Guidelines

GOAL: Create lively, medium-density mixed-use corridor

- Retail space should have a minimum of 14' ceiling height
- In retail areas a majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Residential buildings shall have a prominent building entrance and lobby and provide a sense of privacy for ground level units
- Garage and service entrances should be from the alley, not on front elevations
- Tripartite arrangement of building elevation encouraged
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Through wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending, in retail areas
- Encourage landscaping and planted areas in residential areas

Development Guide

Encourage redevelopment of multi-unit residential buildings that take full advantage of existing zoning in the area north of Rhode Island Avenue.

Emphasize intersection of 11th and N streets as retail hub with distinct streetscape treatment.



Support redevelopment of the southwest corner of 11th Street and Rhode Island Avenue with signature, residential building that takes advantage of the high visibility of the site.

Encourage residential development on 11th Street between O and Rhode Island Avenue, redevelopment of sites that have non-contributing buildings in historic districts, and build medium density apartments with a mix of market rate and affordable units.

Support development of a neighborhood-serving retail node between M and O streets with retail on ground floor and medium density apartments with a mix of market rate and affordable units.

Key

Red dashed line: Preferred location of ground floor retail

Green rectangle: Potential sites for high and medium density residential





CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA VI: SHAW AND SEATON SCHOOLS

Vision

School yards are programmed, designed and constructed to include a variety of outdoor educational activities. They are generously landscaped, well maintained, and assets to the area. Parks are redesigned and provide areas for active and passive recreation.

Residential development on the school sites provides valuable subsidies for school construction. The multi-family buildings provide residential units in a range of sizes and affordable units are included in each new development. At the Shaw Junior High School site, a recreational amenity has been included and is open to the community.

Key Elements from Other Plans

Comprehensive Plan - The northern portion of the Sub-Area, including Shaw School and the adjacent park, is designated as Local Public Facilities. The southern portion, including Seaton School, is Moderate-Density Residential.

Urban Renewal Plan - With the exception of the YWCA, which is designated Low-Density, the Sub-Area is all Public/Community. Schools are identified as focal points of the community with recreational amenities incorporated into their development.

Zoning - With the exception of the church on the southeast corner of 11th and R streets, which is C-2-A - 50', the Sub-Area is all R-4 - 40'. The west side of 11th street is zoned C-2-A - 50'.

Historic Districts - The portion of the Sub-Area south of Rhode Island Avenue is in the Shaw Historic District and includes Seaton Elementary, which is considered a non-contributing building. Shaw Junior High School is located outside the boundaries of the Greater U Street Historic District. The Phyllis Wheatley YWCA is a designated historic landmark.

Current Conditions and Analysis

Residential area north and south of the Sub-Area is small in scale, defined by two and three story row houses.

11th Street Corridor is zoned C-2-A, the highest zoning classification to the west.

Urban street grid is disrupted where Q Street and 10th Street do not extend through the site; site line of 10th Street, part of the historic L'Enfant plan, is disrupted.

Shaw Recreation Center, managed by the Department of Parks and Recreation, is heavily used.

Shaw Junior High School's 43,000 square foot plaza is barren and unused.

Shaw Junior High School

2003/04 Student Enrollment: 534
Student Projection: 500

DCPS Fall 2003 Facilities Master Plan Update: Calls for a new building. The school is classified as a Tier 3 school. No funds have been allocated for this project.



Plaza behind Shaw Junior High on Rhode Island Avenue



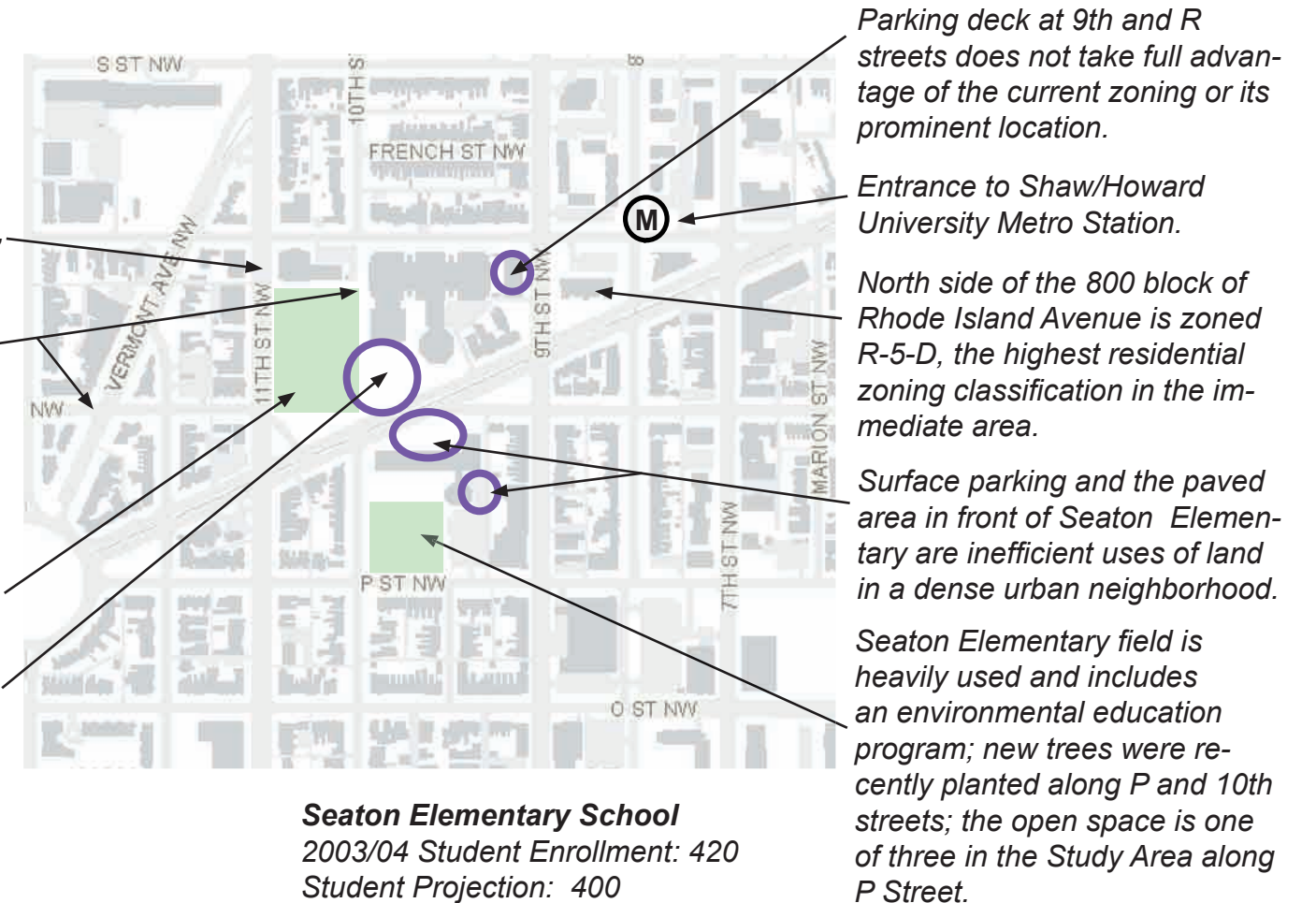
Shaw Recreation Center has a play field, basketball courts and a skateboard park



Seaton Elementary faces Rhode Island Avenue



The Seaton School playground has a play field, basketball court and environmental education center



Seaton Elementary School

2003/04 Student Enrollment: 420
Student Projection: 400

DCPS Fall 2003 Facilities Master Plan Update: Includes no plans to modernize the school. DCPS has currently received an unsolicited proposal for a public/private partnership for this site that includes a new school, housing, and underground parking.



Recommendations

- Encourage greater concentrations of development to allow for additional mixed-income housing adjacent to Metro stations.
- Determine feasibility of redeveloping Shaw Junior High School and Shaw Recreation Center through a public-private partnership that includes a school, recreational facility, mixed-income housing, and restored 10th and Q streets.
- Determine feasibility of redeveloping Seaton School site through a public-private partnership that includes a school, adequate open space that includes recreation space and an outdoor environmental lab, and mixed-income housing.

Design Guidelines

GOAL: Redevelop school sites as mixed-use developments that are compatible with adjacent residential areas.

- Provide designs that animate streets through projections and openings
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Maintain setback typical for streets
- Tripartite arrangement of building elevation encouraged
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Provide a sense of privacy for ground-level residential units
- Garage and service entrances should be from the alley, not on front elevations

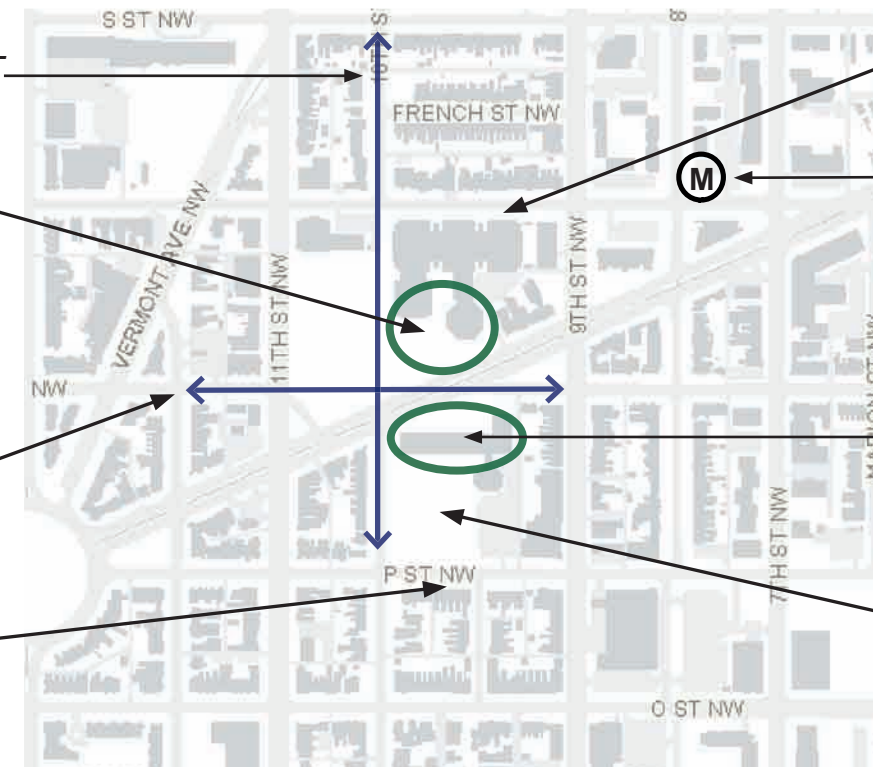
Development Guide

Retain site line for 10th Street right-of-way.

Greatest height and density on Shaw Junior High School site should be located on Rhode Island Avenue.

Retain site line for Q Street right-of-way.

Less intense uses should be oriented toward residential neighborhood.



Less intense uses should be oriented toward residential neighborhood.

Entrance to Shaw/Howard University Metro Station.

Greatest height and density on Seaton Elementary site should be located on Rhode Island Avenue.

Retain open space with outdoor environmental classroom, potentially built over underground parking, on P Street.

If a public-private partnership is deemed feasible, specific recommendations for locating housing, schools, and recreation facilities will need to be determined in a separate planning process including the Department of Parks and Recreation and District of Columbia Public Schools.





CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA VII: TRANSIT ORIENTED HOUSING

Vision

The mix of high and low residential buildings are being modified to create gradual height transitions. Residents identify more with the street they live on than with a particular building or complex. Units are predominantly apartments and condos with a significant number of affordable units.

With many transit riders walking to and from the stations, sidewalks are welcoming and safe. Residential units open to the street through large windows and balconies.

Key Elements from Other Plans

Comprehensive Plan - The south portion of this Sub-Area adjacent to the Mount Vernon Square/Convention Center Metro Station is designated Moderate-Density Residential, Medium-Density Residential, Institutional, and Mixed-Use (Moderate-Density Residential with Low-Density Commercial). The northern portion of the Sub-Area adjacent to the Shaw/Howard University Metro Station is designated Moderate-Density Residential and Mixed-Use (Moderate-Density Residential with Low-Density Commercial).

Urban Renewal Plan - The southern portion of the Sub-Area is designated Low-Density, Medium-Density, High-Density and Public/Community. The northern portion of the Sub-Area is designated Low-Density, Medium-Density, High-Density, and Public/Community.

Zoning - Zoning in the southern portion of this Sub-Area is DD/R-5-B - 50'; DD/C-2-C - 130'; C-2-B - 65'; and R-5-B - 50'. Zoning in the northern portion is R-5-D - 90' and R-5-B - 50'.

Historic Resources - The Immaculate Conception Church is a historic landmark.

Current Conditions and Analysis

Metro station at 7th and R provides direct access to mass transit.

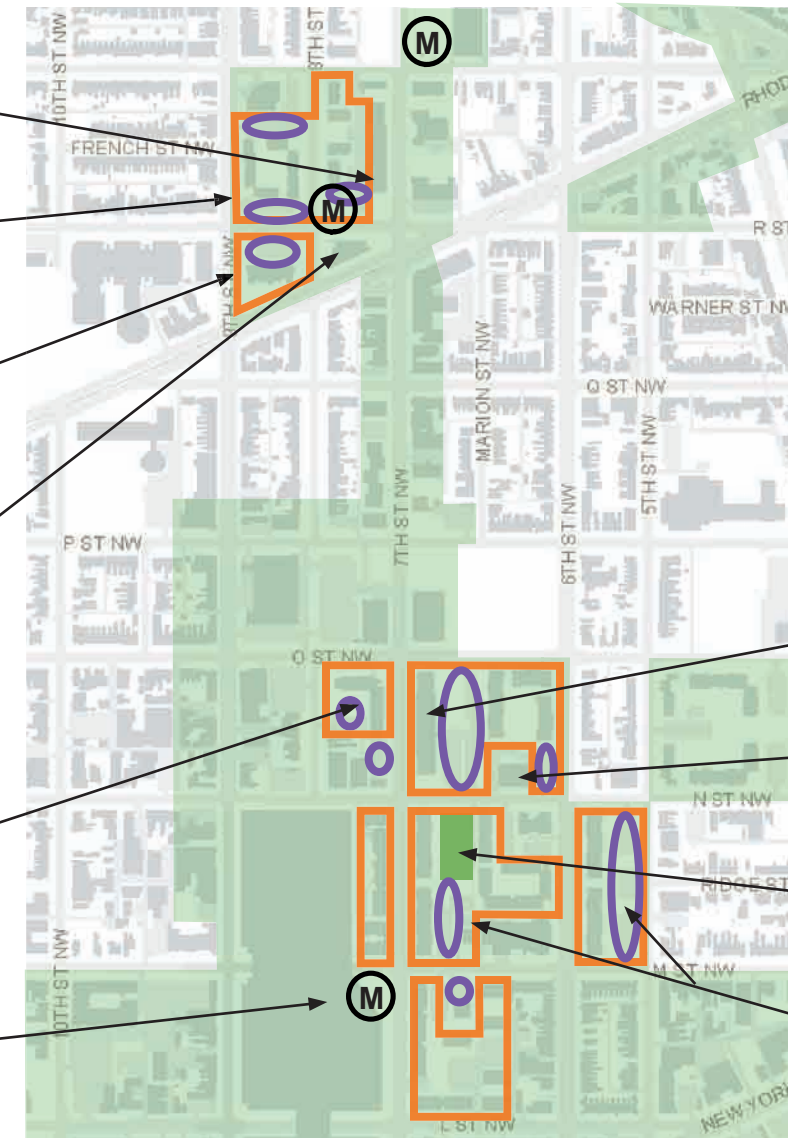
Lincoln-Westmoreland II has a contract for 121 Section 8 residential units that expires in 01/2005.

Foster House has a contract for 76 Section 8 residential units; 15 were scheduled to expire 07/2000 and 59 in 07/2005.

Watha T. Daniel Shaw Neighborhood Library contributes little to the street life of the neighborhood; it is a well-used community facility that is planned to be demolished and rebuilt.

1330 7th Street received \$13.6 million in tax-exempt bond financing from the District to renovate the building and retain 119 affordable housing units.

Metro station at 7th and M streets provides direct access to mass transit.



Key

- Existing residential and commercial zone districts that allow greater densities of residential development
- Apartment complexes in the Sub-Area
- Surface parking lots located in areas near metro stations
- Entrance to Metro station

Gibson Plaza has a contract for 114 Section 8 residential units that expires in 7/2004.

One story building at 6th and N streets is not built out to current zoning.

City owned park in the 600 block of N Street is poorly maintained.

Washington Apartments has a contract for 105 Section 8 residential units that expires in 05/2005.



Shaw/Howard University Metro Station entrance at 8th and R streets



Common open space at the Lincoln-Westmoreland complex in the 1700 block of 8th Street



Washington Apartments on 6th Street between N and O streets



Surface parking lot at 5th and M streets



Recommendations

- Encourage mixed-income residential development with underground parking on surface parking lots adjacent to Metro stations.
- Encourage renewal of Project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable residential units.

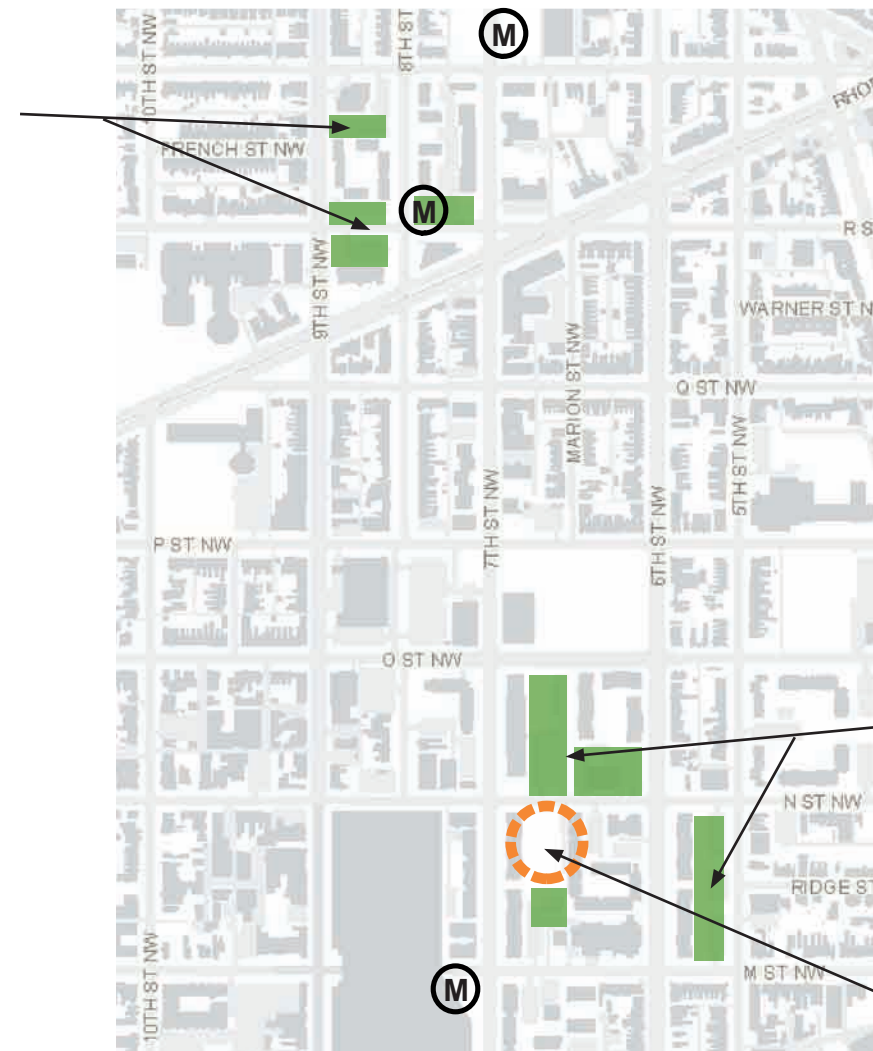
Design Guidelines

GOAL: *Encourage additional new construction of mixed-income housing at and near Metro stations that are compatible with adjacent residential areas*


- Provide prominent building entrances and lobbies
- Provide design that animates street through projections or openings
- Tripartite arrangement of building elevation encouraged
- Material shall be of high quality, providing a sense of detail, scale and visual interest
- Provide a sense of privacy for ground level residential units
- Through-wall HVAC units are not allowed on public elevations
- Garage and service entrances should be from alleys, not on front elevations


Development Guide

Encourage infill developments built to property line on street frontage with open space oriented to the interior of the block.



Key

 Potential infill development sites with mixed-income housing and underground parking

 Entrance to Metro station

Encourage infill developments built to property line on street frontage with open space oriented to the interior of the block.

Redesign and make improvements to park.





CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA VIII: BUNDY SCHOOL/NW COOPERATIVES II Vision

The Bundy School Building has been rehabbed for residential development. A mixed-income, multi-family building has been constructed on the parking lot behind the Bundy School and includes a recreational amenity for the community, as well as underground parking. NW Cooperatives II is a mixed-income residential community with that is compatible with adjacent residential areas.

Key Elements from Other Plans

Comprehensive Plan - The entire Sub-Area is designated Moderate-Density Residential.

Urban Renewal Plan - The Sub-Area is designated Low-Density and Public/Community.

Zoning - The northern half of the Sub-Area is zoned R-4 - 40'. The southern half is zoned R-5-B - 50'.

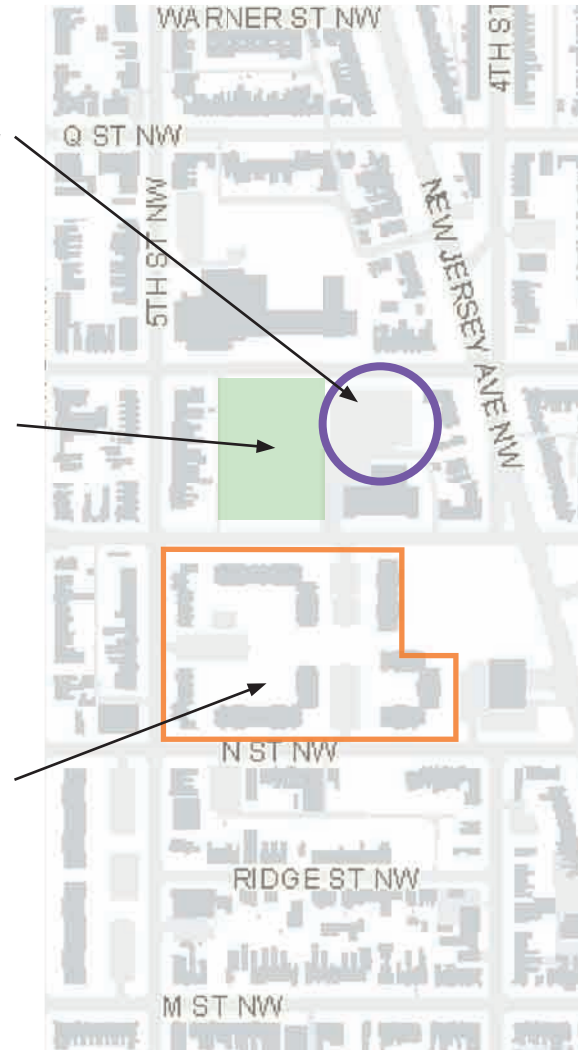
Historic Districts - The Sub-Area is not located in an historic district, but is adjacent to existing and proposed historic districts. A recent historic survey of the area identified the area north of O Street as a potential historic district and the Bundy School as a potential historic landmark.

Current Conditions and Analysis

Present use of Bundy School as an office, and the adjacent surface parking, is inappropriate for a residential area.

The Bundy School field includes one of the only regulation size baseball diamonds in the area; it is one of three open spaces in the Study Area along P Street.

Northwest Cooperative II has a contract for 46 affordable residential units that expires 8/2004.



Recommendations

- Explore re-zoning of, and partnering with property owners adjacent to, the Bundy School as part of potential redevelopment that would allow for additional mixed-income housing.
- Ensure that any redevelopment of Bundy School parking lot includes a recreational amenity for the community.
- Encourage renewal of Project-based Section 8 contract; alternatively, redevelop with equivalent/increased number of affordable residential units.

Design Guidelines

GOAL: *Redevelop Bundy School for mixed-use development that is compatible with adjacent areas*

- Provide a sense of privacy for ground level residential units
- Tripartite arrangement of building elevation encouraged
- Step down building height to adjacent two-story row houses
- Materials shall be of high quality, providing a sense of detail, scale, and visual interest
- Through-wall HVAC units not allowed on public elevations
- Maintain front yard setback typical for street
- Garage and service entrances should be from alleys, not on front elevations



Parking lot behind Bundy School



Buildings on New Jersey Avenue have a generous setbacks



Northwest Cooperatives II viewed from N Street.





SUB-AREA IX: INTERSECTION OF RHODE ISLAND AVENUE AND NEW JERSEY AVENUE

Vision

Land uses around the triangle have evolved over time to residential and civic uses that include buildings whose architecture define this wide intersection.

The majority of this Sub-Area is located outside the Study Area. More specific guidelines for this area are included in the Historic Row House Sub-Area.

Key Elements from Other Plans

Comprehensive Plan - The Sub-Area is designated Moderate-Density Residential.

Urban Renewal Plan - The Urban Renewal Plan designates the intersection as a Neighborhood Shopping node. The triangular island is designated as Public/Community, and blocks to the west and south as High-Density.

Zoning - The intersection is currently zoned C-2-A - 50'.

Historic Resources - The area directly north of the intersection is included in the LeDroit Park Historic District; areas west of New Jersey Avenue and south of Florida Avenue are identified in a recent historic survey as a potential historic district.


Current Conditions and Analysis

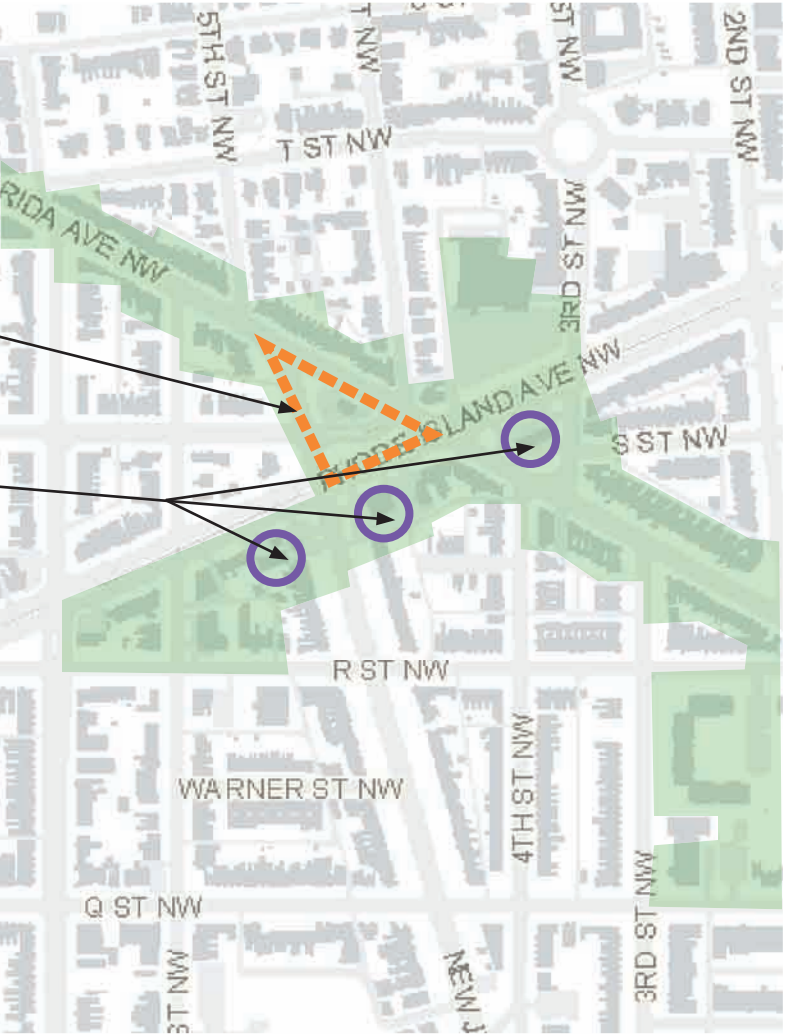
Predominate zoning around the intersection is C-2-A - 50', a zoning district that allows residential use and over 37,000 sq' of ground floor retail in the Sub-Area.

This intersection is defined by the three avenues that create a triangle.

The south side of Rhode Island Avenue is dominated by three gas stations catering to out-bound traffic on Rhode Island Avenue.

Key

 Existing residential and commercial zone districts that allow greater densities



Recommendations

GOAL: *Re-envision the intersection as a focal point and gateway to the neighborhood and the downtown.*

- Undertake additional study of intersection to address land use, circulation and design.
- Improve street frontage along avenues to reinforce building line.



Approaching the intersection from Florida Avenue



Filling stations predominate the land use on the south side of the intersection



The southwest corner of New Jersey and Rhode Island avenues is visibly prominent



CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

STREETS AND PUBLIC RIGHT-OF-WAY

Vision

There are six types of streets in the neighborhood; each should have a distinct function and consistent character.

Avenues - Developed on a grand scale, these are the widest streets in the Study Area and tend to carry traffic through the neighborhood. Public right of way should allow for adequate sidewalks and regularly spaced street shade trees.

Greenway - This street type connects significant open spaces. A continuous planting area between the sidewalk and curb should differentiate this street from others in the Study Area.

Primary Retail and Secondary Retail - These streets carry high levels of traffic through the primary and secondary retail areas of the Study Area. The public right-of-way should include sidewalks that encourage outdoor uses such as cafes and vending, and allow as much on-street parking as possible.

Primary Residential and Secondary Residential - These streets are lined with residential uses. Primary Residential streets carry high levels of traffic passing through the neighborhood. Secondary Residential streets are used predominantly by local traffic. The public right-of-way on these streets should allow for open space between the street and residential buildings, sidewalks, and regularly spaced street trees.

Current Conditions and Analysis

P Street connects three parks or open spaces along P Street.



Bundy Field in the 400 block of P Street



Kennedy Recreation Center in the 600 block of P Street



1900 block of 9th Street



Bikes locked to the exterior of The Plymouth Apartment on 11th Street



1600 block of 6th Street



1800 block of 9th Street

Intersections throughout the Study Area could be more inviting as gateways to retail and residential areas.



Intersection at 6th and Rhode Island Avenue



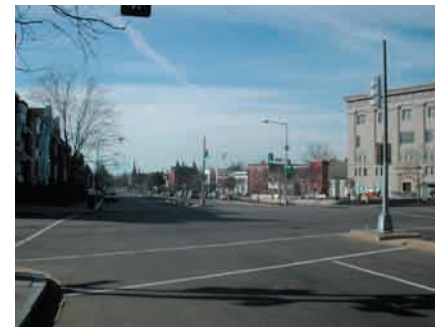
Intersection at Rhode Island Avenue and 11th Street



Brick sidewalks in the 1100 block of 7th Street



Gray pavers at the Metro station at 7th and M streets



Intersection at U Street and Florida Avenue



Intersection at U Street and 9th Street



Concrete sidewalks in the 400 block of N Street



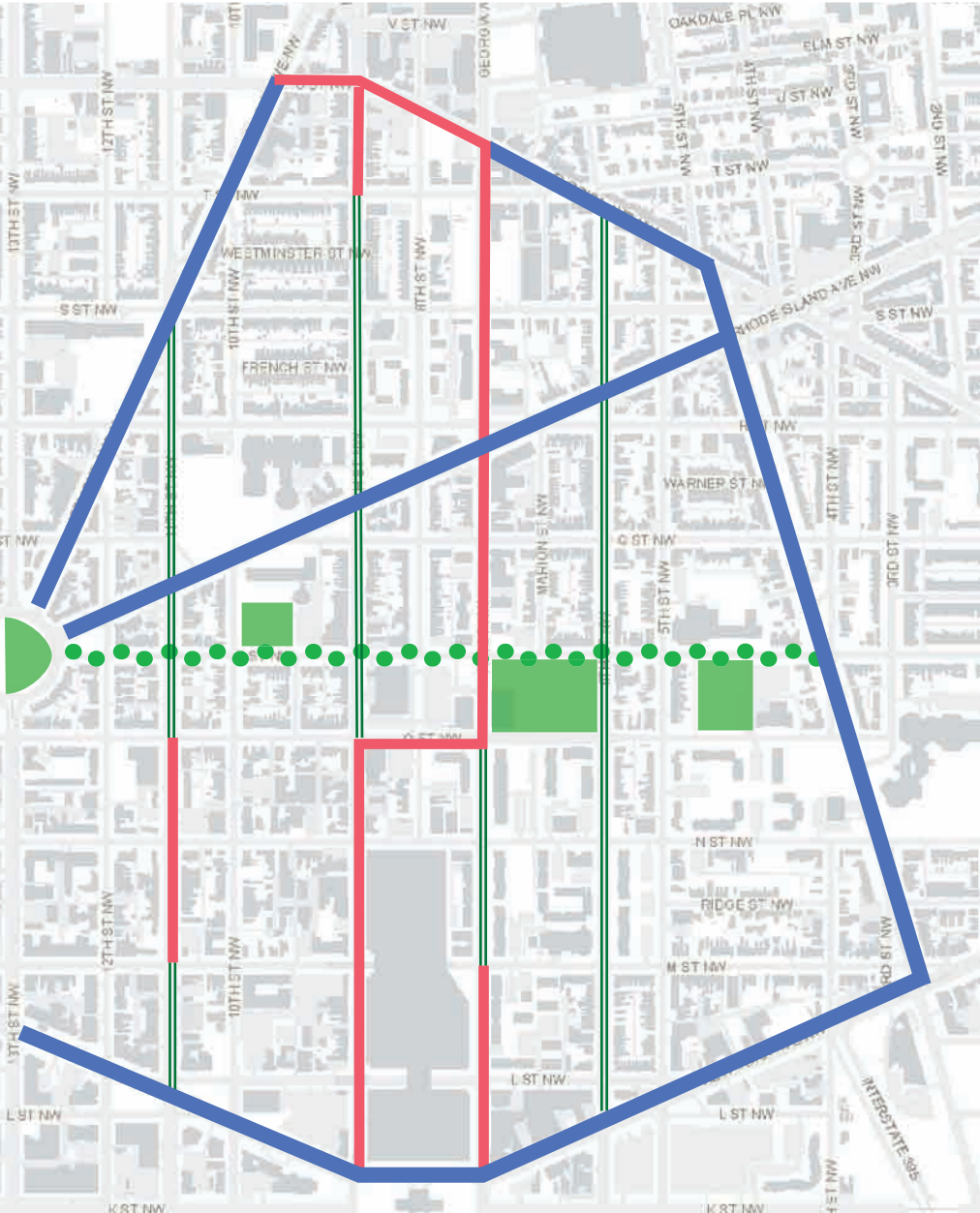
Brick sidewalks in a residential block of Q Street

Residential uses on 6th and 9th streets lack a buffer between homes and streets, and lack a separation between public and private space..

Physical conditions and design of streets, sidewalks, and tree boxes vary throughout the Study Area and contribute to the discontinuity of the neighborhood.



Development Guide



Key for Streets

- | | |
|--|--|
|  Avenue |  Greenway |
|  Primary/Secondary Retail |  Primary Residential |
| |  Parks along Greenway |

All other streets in Study Area are Secondary Residential Streets



New Jersey Avenue has a consistent residential character and streetscape



O Street has a continuous planting area between the sidewalk and curb that unites the block and provides better conditions for street trees

Recommendations

- Study 6th, 7th, 9th, and 11th streets to determine current levels of traffic and necessary number of travel lanes, and make recommendations to improve use of public right-of-way.
- Develop, maintain, and enforce standards for different street types that address sidewalks, streets, tree boxes, and public right-of-way.
- Explore designation of P Street as a greenway and opportunities for connecting open spaces along the street.
- Improve appearance of gateway intersections.



CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN
